

Fig. 2

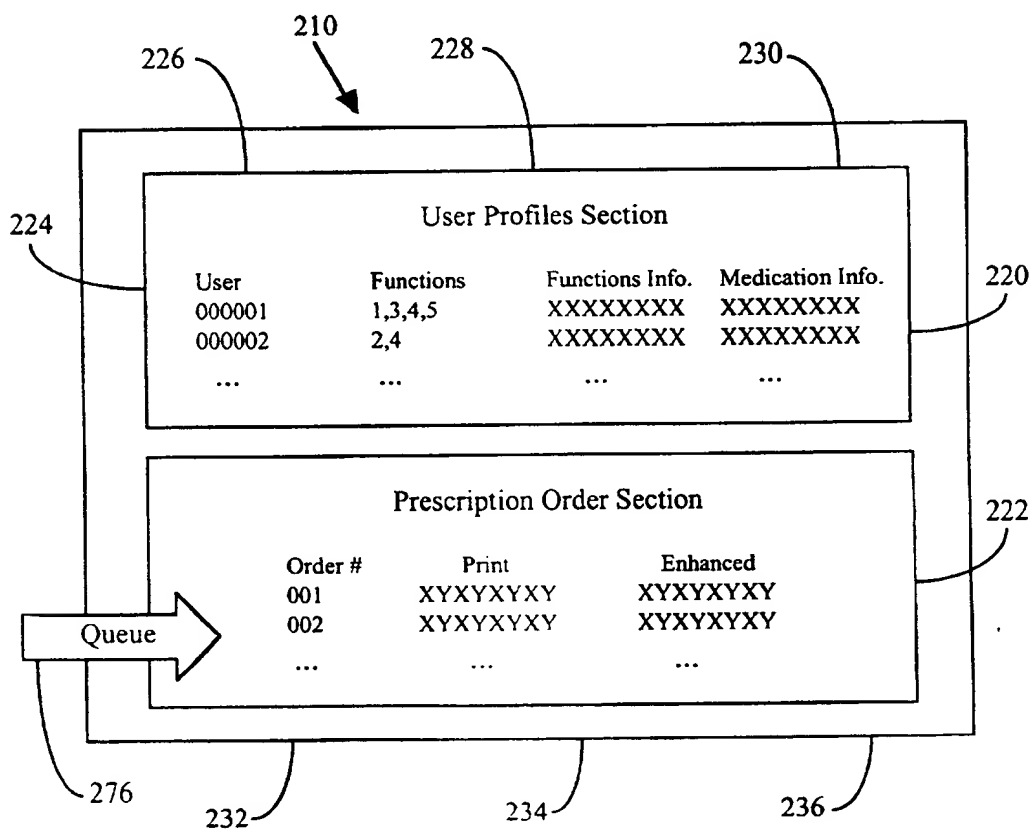


Fig. 3

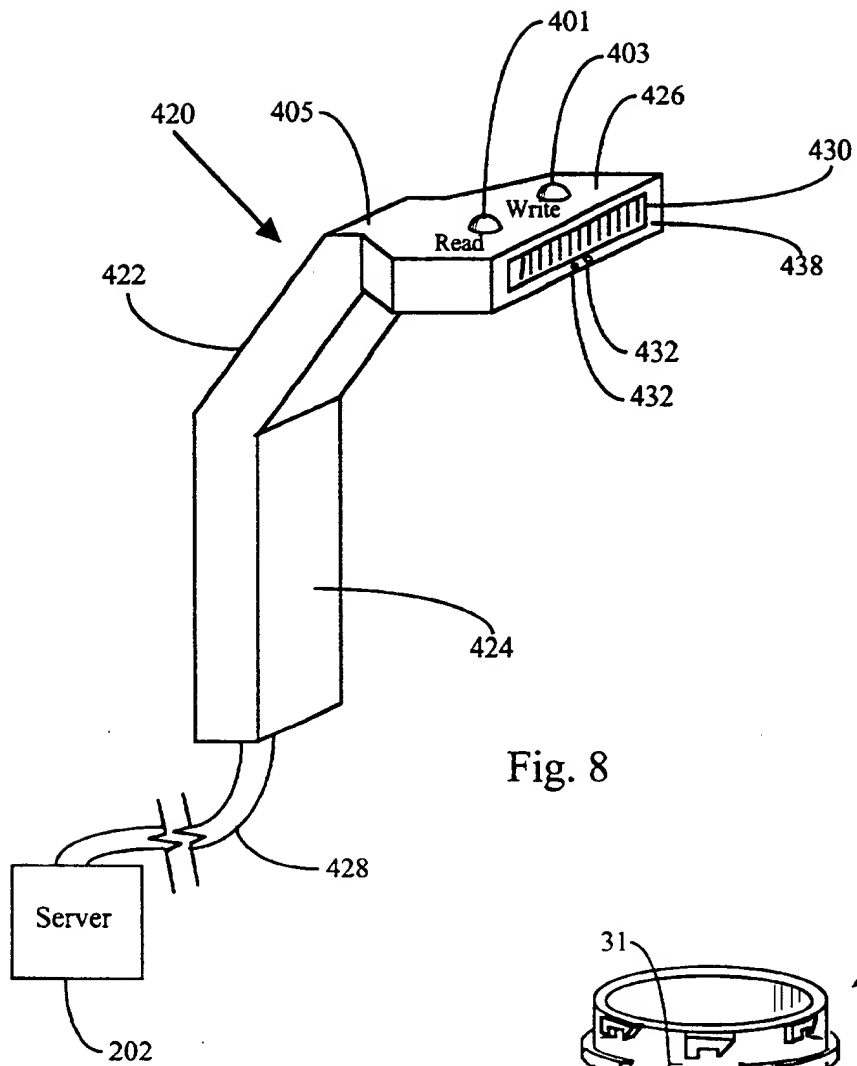


Fig. 8

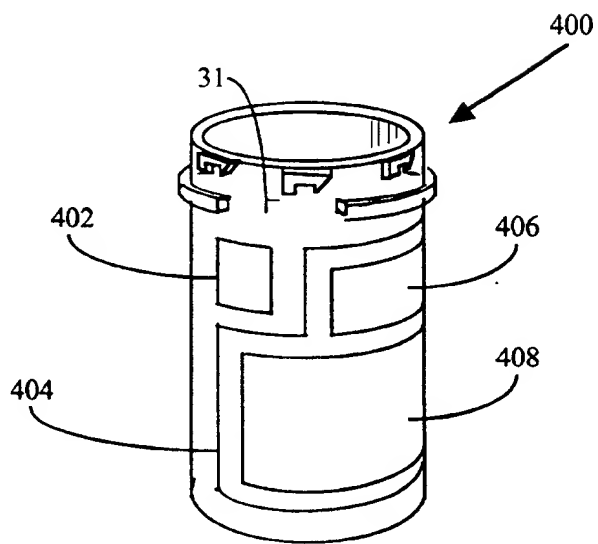


Fig. 7

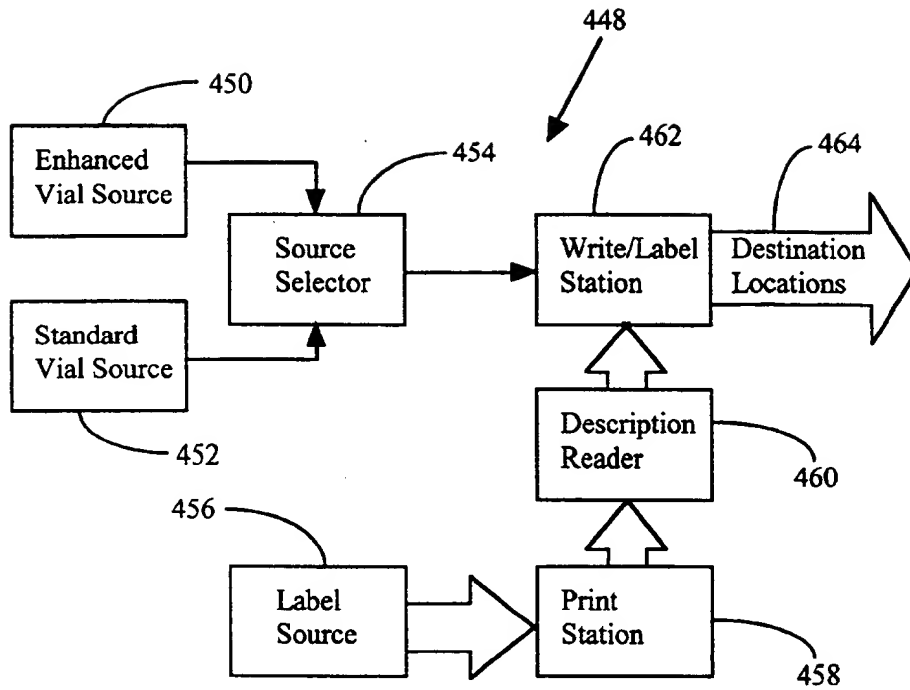


Fig. 9

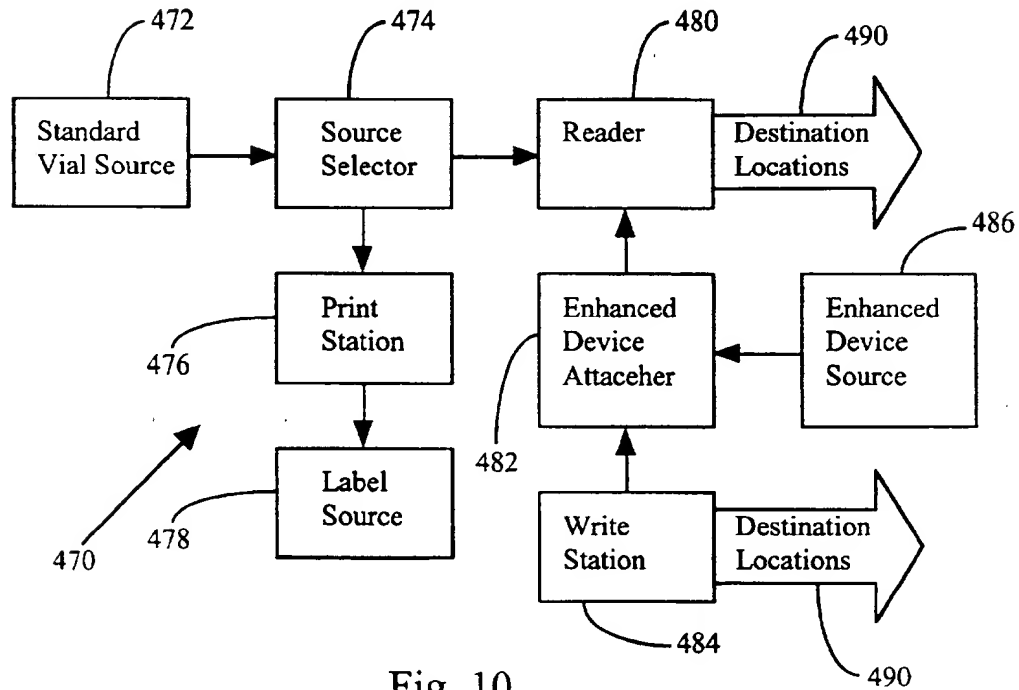


Fig. 10

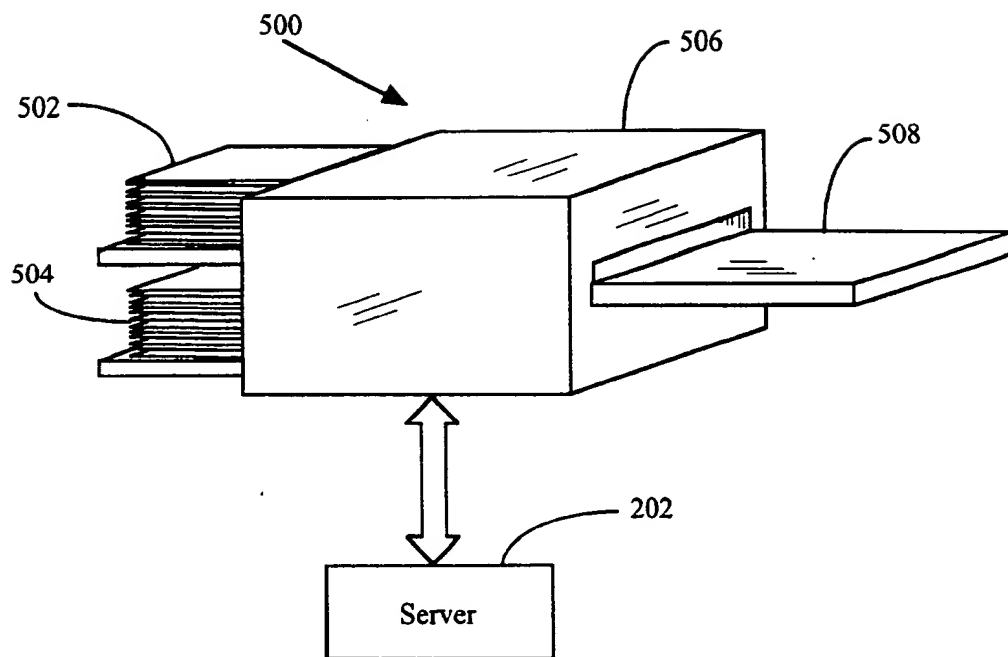


Fig. 11

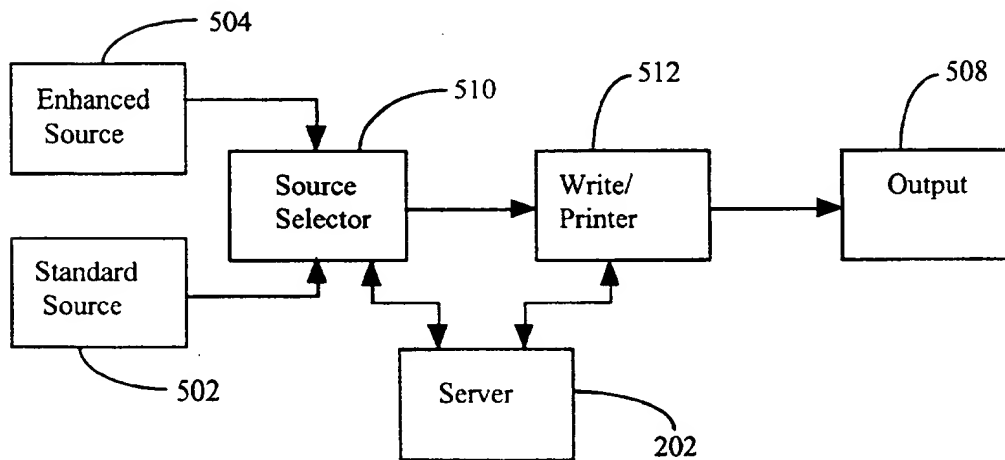


Fig. 12

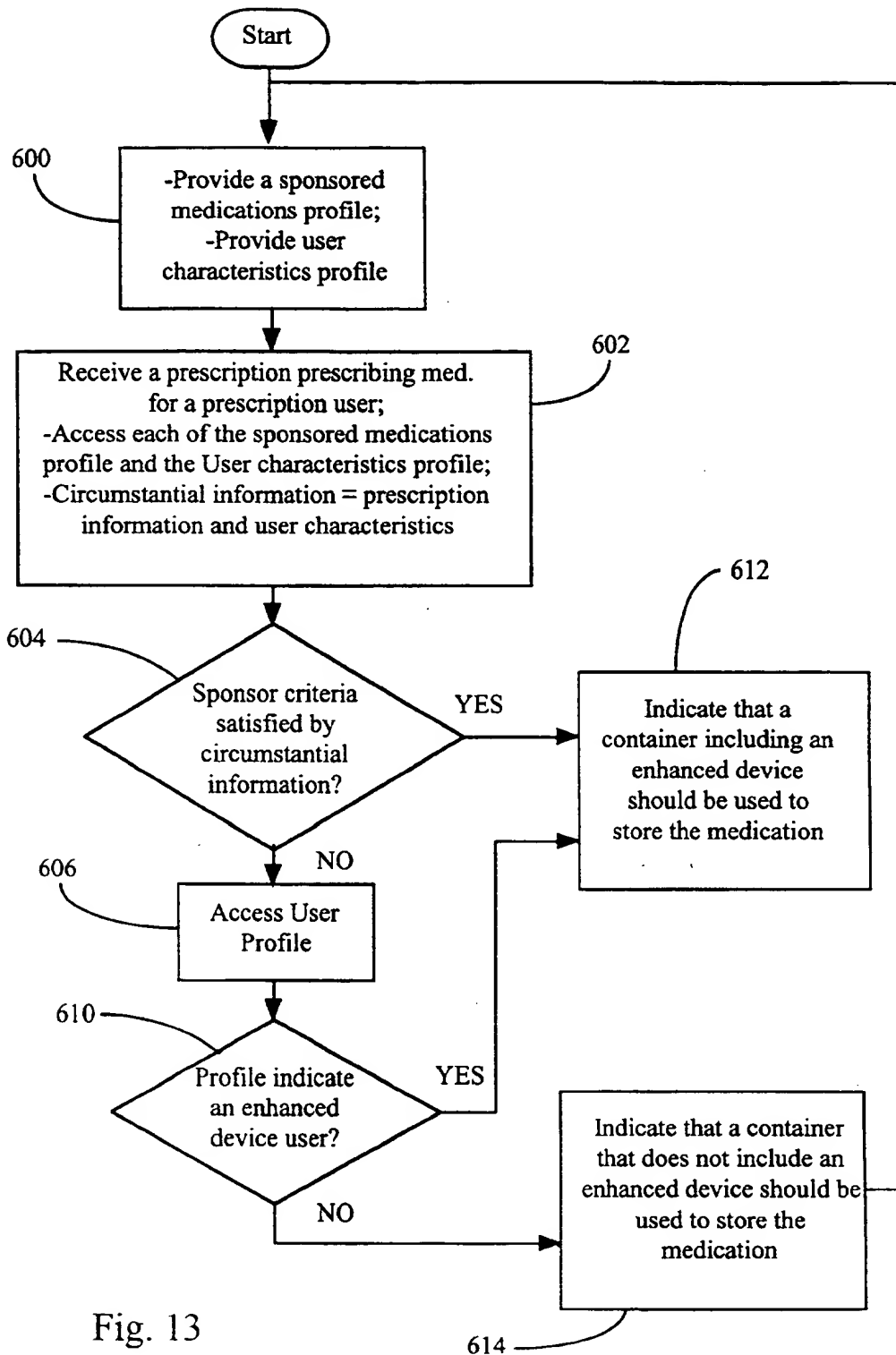


Fig. 13

652 690 692

User Characteristics Profile Database

<u>User</u>	<u>Prescribed Medications</u>	<u>Conditions</u>
000001	A,B,C,X	Asthma
000002	B,C,X,Z	Diagnosis B
000003	B	None
⋮	⋮	⋮
000025	A,B,C,D,E	None
⋮	⋮	⋮
000099	X	None

650

Fig. 14

FIG. 15

Sponsored Medications Profile Database						
	Medications	Criteria	Functions	Duration	Sponsor	Rule #
680	A	None	All	UC	Company A	001
750	A	Med B	All	UC	Company A	002
751	A	Med B & X	2, 4, 10	UC	Company A	003
755	B	Med A	All	UC	Company A	002
682	B	Diagnosis B	2, 4, 7	1/1/2001 - 1/1/2002	Company B	004
757	C	Meds A & B	All	UC	Company A	002
686	C	Med D	All	UC	Company C	006
800	D	Question 1 YES = Meet Criteria	2, 3	UC	Company D	005
	⋮	⋮	⋮	⋮	⋮	⋮
780	All	Meds A	All	UC	Company A	001

Fig. 15

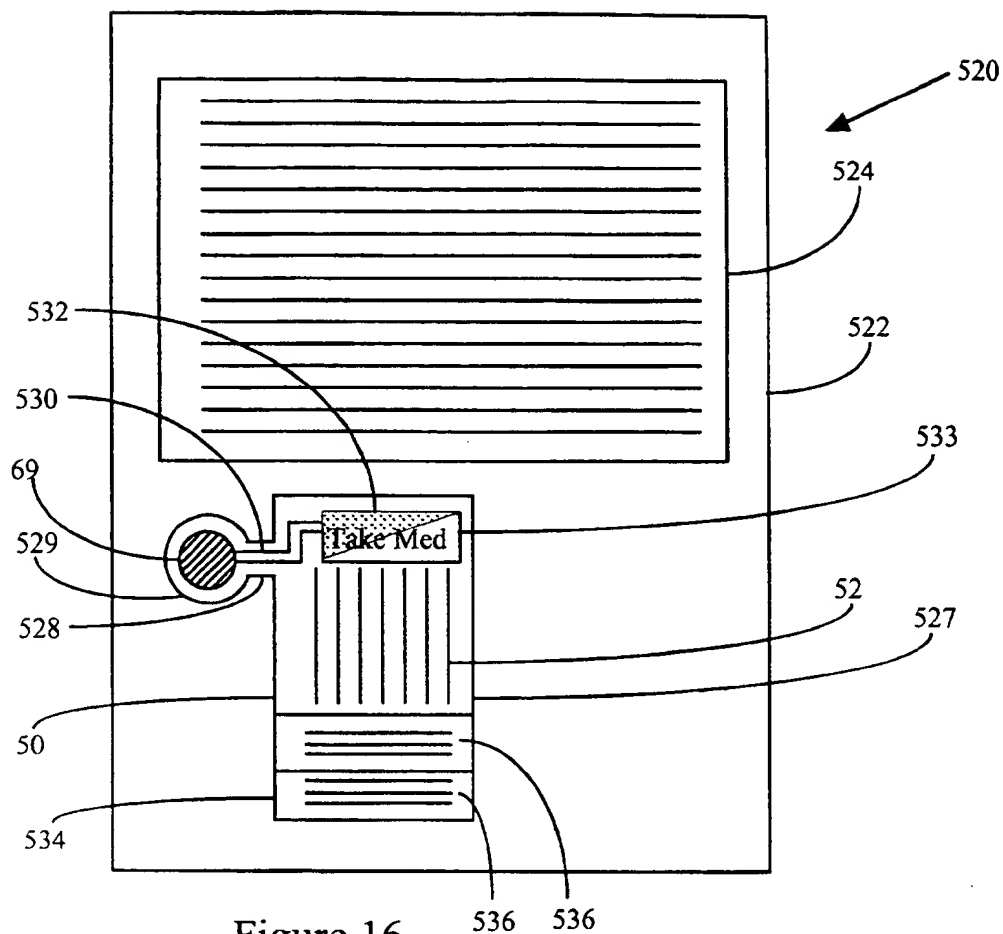


Figure 16

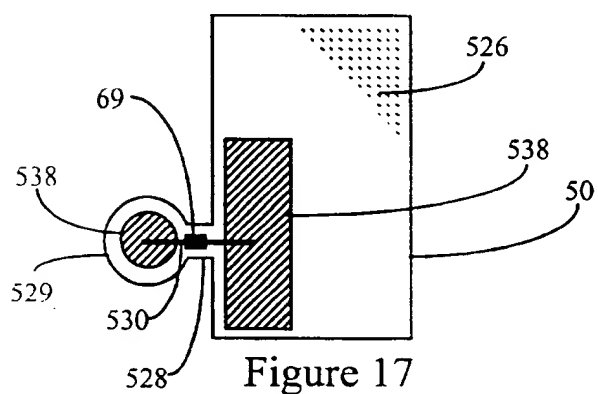


Figure 17

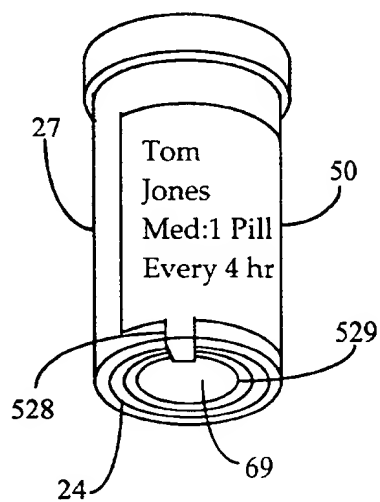


Figure 18

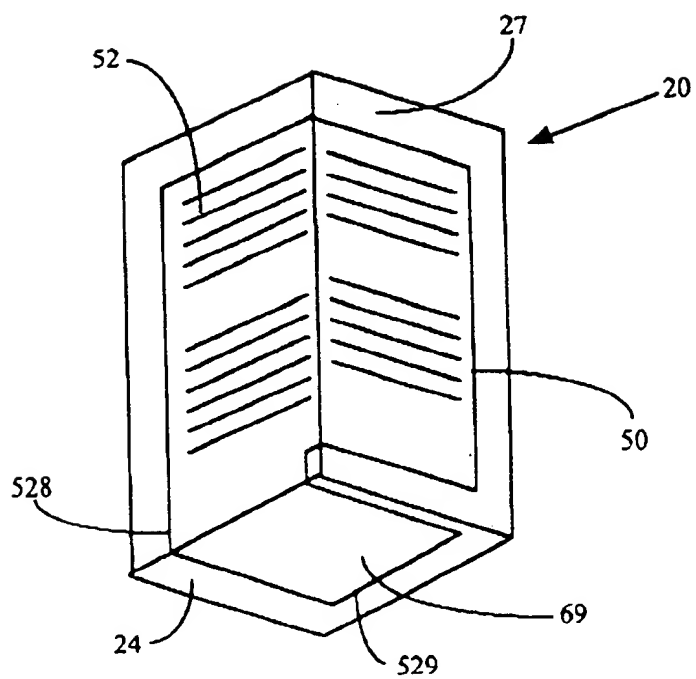


Figure 19